



From: [Redacted]
Sent: 19 September 2018 22:16
To: ChildrenandtheGDPR
Cc: [Redacted]
Subject: Bright Little Labs: Call for evidence - Age Appropriate Design Code
Attachments: 1.4 Fingers off.pdf

Hi!

We're the team at Bright Little Labs and we are building a kids' media company for the 21st Century. Using fun adventure stories and diverse role models, we introduce kids to computer science and the coding curriculum - unlocking their natural curiosity, critical thinking and empathy. Our core audience is children aged 5-11.

We'd like to share our responses to a couple of the questions on the questionnaire and would love to be involved in helping to develop the Code.

Q5E. about any additional areas, not included in the list above that you think should be the subject of a design standard.

We think that the design standard should incorporate guidance on how to communicate with children (as the users/customers of the ISS). We understand that a lot of ISS' do not currently respond to requests they receive from children for fear of not complying with data protection legislation. However, this has the effect of excluding children from engaging with products and services and we believe is a crucial part of their digital life.

We have implemented policies and practices on how we communicate with kids. A key part of our communications is to educate whilst also entertaining.

Some examples on how we respond to emails we receive from our users can be seen below. We actively encourage kids to protect their identity online, in particular we requests that kids do not send images of themselves:

To Agent Catbow
"IMAGE DETECTED"

Thank you for your stealthy selfie but sending in photos of your face could compromise your Agent identity! Although our database of agent info is highly secured, we never want to risk exposing our agents. Please proceed with caution when sending photos online - we don't want everyone to know you're a CIA Agent!

To Agent 000328

Firstly, we would like to issue an official CIA apology for being so slow replying. In November, one of our agents received a prototype time travel portal, to help solve a crime involving a robotic boy who's looping pattern malfunctioned leading to him shouting wolf far too many times. Unfortunately, they set the settings wrong and accidentally sent some vital input and output devices back in time instead. The lab has had to postpone all experiments until last week.

It seems our software has detected an image has been attached that includes a face. Whilst we love photos of inventions and codes, to protect your spy identity we request that you do not send photos of your face. Just as you have to use a secret agent name - you must also use a secret face too. We suggest you wear a mask, cover your face or wear another face next time you send in a picture.

We believe that the Code can help to devise uniform iconography and indicators which enable kids to navigate safely online - for example, a child would not instinctively know to scroll down the page to access a privacy policy.

Bright Little Labs creates educational content that specifically focuses on digital skills and data protection is a key topic. We deliver this content through "Missions", we've attached an example Mission on the topic of creating secure passwords.

Q6. If you would be interested in contributing to future solutions focussed work in developing the

content of the code please provide the following information. The Commissioner is particularly interested in hearing from bodies representing the views of children or parents, child development experts and trade associations representing providers of online services likely to be accessed by children, in this respect.

Name: [REDACTED]

Email: [REDACTED]

Brief summary of what you think you could offer:

Bright Little Labs is building online content for kids aged 5-11 - we follow design principles which put user research at the core of everything we do. This means we are constantly learning from kids. We are great at communicating with kids - we use language which resonates and know how to make learning materials exciting and inspiring.

Our product line is innovative as it creates an immersive and entertaining world which combines interactive coding learning with engaging and kid-tested content. We reach our audience through a mixture of traditional and cutting-edge media: post, our website, interactive stories, immersive storytelling experiences, and cartoons.

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] With support from our group of expert advisors, from developers to teachers to experts in education (Google, Peppa Pig, Penguin, the Dept. of Education), BLL remains at the forefront of the coding revolution, delivering materials which are future-focused.

We look forward to hearing from you.

Best
[REDACTED]

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[REDACTED]

Bright Little Labs

We're growing fast. We need UX, artists, techies (front/ back/ middle/ data/ CRM), games people, comedy and education writers and marketing. And exhale. All jobs [here](#). If you or your friends love kids stuff and toilet humour, get in touch.

[The Daily Telegraph](#) ✂ [Indy Best Buy](#) ✂ EDF Pulse Award ✂

Send spy inventions to [iINDUSTRY, 20 East Road, London N1 6AD](#)